

Message Text

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FM SECSTATE WASHDC

TO AMCONSUL JOHANNESBURG

UNCLAS STATE 127028

E.O. 11652: N/A

TAGS: BTRA, SF

SUBJECT: FOREIGN BUYER PROGRAM; SA BUSINESSMEN VISIT TO
U.S. DRILLING TOOLS

REF: JOHANNESBURG 0362, 0521; STATE A-2270, A-2763, 109972
AND 114770

1. VIRTUALLY ALL MAJOR U.S. MANUFACTURERS OF DRILLING EQUIPMENT WILL BE PARTICIPATING IN EITHER NATIONAL WATER WELL EXPOSITION, DENVER, SEPTEMBER 22-25 AND /OR MINING SHOW, LAS VEGAS, OCTOBER 7-10. OF SEVERAL FIRMS (JOY, CHICAGO PNEUMATIC, ETC.) AN INTEREST IN MEETING WITH MESSRS PARR/CHRISTIE OF ROTARY PERCUSSION EQ. LTD., ALL INDICATE PREFERENCE FOR PRELIMINARY DISCUSSIONS AT SHOWS WITH FOLLOW-UP ARRANGEMENTS TO BE MADE AS SEEMED DESIRABLE. MANY OF FIRMS CONTACTED ALREADY REPRESENTED IN S.A. (HUGHES, SMITH, GARDNER-DENVER, ETC.).

2. THEREFORE, COMMERCE SUGGESTS VISITORS CONTACT ALL POSSIBLE FIRMS OF INTEREST AT DENVER SHOW WITH VIEW TOWARD DEVELOPING ITINERARY FOR OCCUPYING THEIR TIME FROM SEPTEMBER
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28TH UNTIL LAS VEGAS SHOW, OCTOBER 7TH.

3. IN THIS CONNECTION, COMMERCE IS NOW IMPLEMENTING PLANS FOR PARTICIPATING IN 1974 MINING SHOW UNDER FORMAT OUTLINED IN STATES REFS. APPROXIMATELY 290 FIRMS EXHIBITING IN SHOW ARE BEING POLLED FOR INDICATION OF THOSE WISHING TO MEET POTENTIAL FOREIGN BUYERS DURING SHOW. (SEE STATE 114770). RESULTS OF THIS POLL WILL PROBABLY DISCLOSE FIRMS OF INTEREST FOR POSSIBLE MEETINGS WITH VISITORS PRIOR TO OR DURING LAS VEGAS SHOW. MINING SHOW HAS MORE THAN 20 EXHIBITORS WHICH MANUFACTURE DRILLING EQUIPMENT INCLUDING BOTH DIAMOND AND TUNGSTEN CARBIDE BITS. THIS INFORMATION AVAILABLE UNDER PROCEDURES OUTLINED IN STATE 114770.

4. FYI AMERICAN MINING CONGRESS (AMC) INFORMS US OVER 40 S.A. BUSINESS VISITORS ATTENDED LAST MINING SHOW 1971 AND BELIEVES STRONG CONTINGENT WILL ATTEND 74 SHOW. AMC OFFICIALS WISH TO REACH THIS GROUP THROUGH DIRECT MAIL TO PUBLICIZE SHOW. PLEASE ADVISE SOONEST NAMES, ORGANIZATIONS (TRADE ASSOCIATIONS, PUBLICATIONS, GOVERNMENT AGENCIES) TO WHOM SHOW PROMOTION LITERATURE AND REGISTRATION FORMS SHOULD BE SENT. AMC SHOW AUTHORITIES ADVISE HOTEL ROOMS LAS VEGAS BECOMING SCARCE. SISCO

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